

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, OCTOBER 20, 2011
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Chair Reeves called the meeting to order at 7:02 p.m.

Present: Chair Reeves. Commission Members: Dahlberg, McKean, Richards, and Robillard

Absent: Commission Members: Ryan

Vacancies: (3)

Staff: Lori Taylor, Eric Fonstein, and Rosemary Valeska

1.a. Introduction of new Community Development Director Lori Taylor

Ms. Taylor recapped her economic development background in the East Bay, most recently with the City of Fremont.

2. MINUTES

2.a. Minutes of the Regular Meeting of September 15, 2011

The minutes of the September 15, 2011 Regular Meeting meeting were unanimously approved as submitted.

3. CONSENT CALENDAR

3.a. Elect Commission Member Reeves as Chair for 2011-12

3.b. Elect Commission Member McKean as Vice Chair for 2011-12

The Consent Agenda was unanimously approved.

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Alameda Landing/Target update presentation

Sean Whiskeman of Catellus gave the presentation. A copy of the PowerPoint will be made available on the City's website. This presentation was requested as a result of Target's recent submittal of a new letter of intent to locate at Alameda Landing.

Following the presentation, the floor was opened to Commission Member comments and questions:

- The Chair inquired about the condition of the piers, which had deterred Clif Bar from locating to Alameda Landing. Mr. Whiskeman acknowledged that the waterfront piece of the project is sitting on piers that are corroded. Solutions include removal or retrofitting of the piers. This would be part of a future phase. The current focus is on the shopping center and residential piece.
- The Vice Chair inquired about the timeline for breaking ground. Mr. Whiskeman responded that demolition of the large warehouses and grading would be needed first. This work should start by summer 2012.
- Commission Member Robillard inquired about potential surprises from environmental issues. Mr. Whiskeman responded that there should not be any real surprises, as the site has undergone several years of testing.
- The Vice Chair questioned the proposed 140,000-square-foot size of the Target. Mr. Whiskeman responded that this is the typical size of Target stores in the East Bay.
- The Vice Chair inquired about customer analysis, specifically, the number of customers coming from off-island. Mr. Whiskeman responded that Target does not share that information; however, Target has said that the store would largely depend upon customers who live in Alameda. He added that the retail impacts update study would be ready by early 2012.
- The Chair stated that the EDC would support this project before the City Council.

This item was presented for information, only; no EDC action was requested.

6.b Alameda Point update presentation

The presentation was made by Jennifer Ott, the City's Chief Operating Officer for Alameda Point. This month, ARRA and the Navy have agreed to a Term Sheet for a no-cost Economic Development Conveyance, which had been the intent of the original agreement in 2000. The emphasis is now more on jobs and less on housing units as per the 1996 Community

Reuse Plan. Under the terms of the new Term Sheet, ARRA would owe the Navy \$50,000 for every housing unit over the agreed-upon limit.

The goal of the Conveyance Schedule is to have 80 percent of the base conveyed by next year. A lot of the property will be ready for transfer for unrestricted uses; a half a billion dollars has been spent on clean-up over the years.

Ms. Ott also reported on the LBNL second campus. In order to attract the second campus, ARRA has offered 45 acres of free land in the southern portion of the base. LBNL selected Alameda as one of six finalists. Additional information was requested by LBNL and Alameda made its final submittal in September. LBNL plans to announce the preferred site by the end of November.

The Office of Economic Adjustment (OEA) recently awarded Alameda a \$225,000 grant for the purpose of developing an economic development strategy for Alameda Point. Staff will come back to the EDC for input regarding that strategy. A consultant RFP has been issued. Staff will make a recommendation to ARRA for the contract in December. The consultant will develop an implementation plan for job-generating uses.

Following the presentation, the floor was opened to Commission Member comments and questions:

- Commission Member Richards stated that according to his sources, LBNL was impressed with Alameda's display of public support. He added that keeping the community involved could make a difference. Ms. Ott agreed, stating that no other community could match our energy at the community meetings.
- The Chair questioned the need to hire a consultant with the OEA grant, as we have been doing this since 1996 and the money would be better spent building something. Ms. Ott responded that things have structurally changed in this economy and there are new industries that could not have been imagined in 1996. She added that she has told consultants that we don't want another plan; we want focused implementation strategies. One of the tasks will be adaptive reuse and marketing to potential tenants.
- The Chair asked if environmental work would stop upon transfer. Ms. Ott responded that no matter how the property is transferred, whether by FOST (Finding of Suitability for Transfer) or FOSET (Finding of Suitability for Early Transfer), the obligation for clean-up would still be with the Navy. The City will not accept environmental liability in perpetuity.
- The Vice Chair inquired as to what percentage of the base will be designated commercial-use only for environmental reasons. Ms. Ott

responded that it would only be a minor portion of the site – about 15 percent.

- The Vice Chair inquired about the status of the Veterans Administration facility. Ms. Ott responded that the process was moving forward. An architect has been hired and the NEPA process is underway. All parties are in discussions with Fish & Wildlife.
- Commission Member Robillard asked about the advantages of quick transfer of the property. Ms. Ott responded that ARRA has a master lease with the Navy and we can offer free land to LBNL until the transfer occurs. After the transfer, the land can be entitled and go onto the tax rolls.
- The Chair inquired about the number of residential units. Ms. Ott responded that 4,800 had been proposed by SunCal. The 1996 Community Reuse Plan had 1,400+ units (including the affordable units required by the settlement with Renewed Hope). There will still be the 200 units for the former homeless as required by the McKinney Act. Staff is working with the collaborative homeless housing agencies to consolidate these units in order to free up more land.

This item was presented for information, only; no EDC action was requested.

7. REPORTS

7.a. Report from Commission Member Robillard – EDC representative to the Webster Vision Implementation Committee

Commission Member Robillard stated that the committee's next meeting has been scheduled for December 8.

7.b. Report from Commission Member Richards regarding the activities of the America's Cup Committee

Commission Member Richards stated that the committee will know within a month if Team Artemis will be coming to Alameda. Clean-up of the Seaplane Lagoon is crucial.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

Ms. Taylor stated that a staff report would be prepared for a future agenda regarding the future role of the EDC and proposed changes to the meetings.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Ms. Taylor stated that there would be a focus on permit streamlining. Staff is also developing a how-to booklet for new businesses,

preparing new marketing materials with updated demographics, and updating the City website.

- The Chair stated that there needs to be better inter-departmental communication and problems need to be identified early. He cited a history of delays with the Phua project at Park Street and Buena Vista Avenue.
- The Vice Chair stated that the EDC has been asking for regular updates on projects, noting that they have been getting economic development news from reading the newspaper (e.g., Islander Motel affordable housing project).
- The Chair stated that he does not like to hear the term, “revenue neutral,” as the City needs the tax dollars.
- The Vice Chair asked Ms. Taylor about her philosophy regarding the role of her department and revenue generation. Ms. Taylor cited her involvement with getting Tesla to locate in Fremont. She added that the City needs to be proactive and that people need certainty and a simple, clear process. Alameda has strong attributes but we need to pitch them better. We need to address our vacancies. We also need pre-application meetings.
- The Vice Chair asked about the timeline for streamlining the permit process. Ms. Taylor responded that this will be an ongoing process. She added that the how-to business guide should be ready by January.
- Commission Member Dahlberg asked about the proposed housing development at Corica. Ms. Taylor responded that the Planning Board would be discussing the environmental aspects at its Monday, October 24 meeting, and the City will be posting frequently asked questions on the website.
- The Chair asked for suggestions for new EDC members, particularly from the West End.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:14 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary



Presentation to the Economic Development Commission

October 20, 2011

Brief Overview

- ◆ In March, TPG purchased Catellus retail and mixed-use assets from ProLogis for approximately \$505 million
- ◆ Properties include:
 - 4 shopping centers
 - 2 office buildings
 - 11 mixed-use development projects
 - 2 residential development joint ventures
 - Numerous strategic ground leases
- ◆ TPG is a leading private investment firm with more than \$48 billion of assets under management

Catellus History in Alameda

- ◆ 1998 - Selected as Master Developer of 143-acre Fleet Industrial Supply Center (“FISC”)

- ◆ 2003 to 2010 - Successfully developed Bayport Alameda with Warmington Homes
 - 485 homes
 - New school
 - Numerous parks and open space

Bayport Alameda



Catellus History in Alameda - 2006

- ◆ 2006 - City/CIC approves Alameda Landing entitlements:
 - 300k sf. of retail
 - 400k sf. of office
 - 20k sf. health club
 - 300 residential units
- ◆ Approved Alameda Landing Retail Impacts Assessment Update by Strategic Economics



Catellus History in Alameda - 2008

- ◆ Catellus successfully negotiates three-way agreement with the City and the College of Alameda to provide key piece of right-of-way required for Stargell Avenue
- ◆ Solves decades-old problem for City
- ◆ Catellus pays \$7.7 million to consummate transaction
- ◆ City arranges for timely construction financing to preserve Federal STIP funding
- ◆ Stargell complete and open to the public

Alameda Landing – Stargell Avenue Right of Way



Catellus History in Alameda – 2008/2009/2010

- ◆ Letter of Intent signed with Target
- ◆ Economic downturn becomes worst U.S. recession since Great Depression
- ◆ Virtually all U.S. development activity on hold

Where Are We Now?

- ◆ Signed Letter of Intent in October with Target for new 140,000sf store. Will anchor 280,000sf retail shopping center that will include a mix of uses.
- ◆ Conducted RFP with highly qualified residential homebuilders. Close to selection.
- ◆ Continuing close working relationship with Staff to process necessary approvals.
- ◆ Updating the Tenanting Strategy section of the Retail Impacts Assessment Update.
- ◆ Targeting Phase I to open in Fall, 2013.

Alameda Landing Retail Shopping Center Site Plan



Alameda Landing Retail Impacts Assessments

Update

Store or Retail Category	Sample Tenants	Est. Sq. Ft. (a)	2005 Leakage (\$mil.) (b)	Sales Leakage Recaptured by Alameda Landing (c)				2005 Net Leakage (d)		Typical Sales Per Sq. Ft.	Est. Gross Annual Sales at Alameda Landing (e.)	% Alameda Landing Sales Supported by Alamedans	
				% Low	% High	\$ Low	\$ High	\$ Low	\$ High			Low	High
Apparel (1)	Ann Taylor Loft, Chico's, Old Navy	29,500	\$22.80	15%	25%	\$3.40	\$5.70	\$17.10	\$19.40	\$239	\$7.00	49%	81%
Furniture / Home Furnishings (1)	Bed, Bath & Beyond, Macy's Home, Scandinavian Designs, Z Gallerie	29,500	\$22.40	55%	60%	\$12.30	\$13.50	\$9.00	\$10.10	\$161	\$4.80	259%	283%
Home Improvement / Garden (1)	OSH, Smith & Hawken	55,000	\$19.50	55%	60%	\$10.70	\$11.70	\$7.80	\$8.80	\$224	\$12.30	87%	95%
HH Appliances & Electronics (1)	CompUSA, Circuit City	33,000	\$10.00	75%	85%	\$7.50	\$8.50	\$1.50	\$2.50	\$339	\$11.20	67%	76%
Sporting Goods (1)	REI, Copelands, Any Mountain	40,000	\$0.10	30%	40%	\$0.00	\$0.00	\$0.10	\$0.10	\$189	\$7.60	0%	1%
Gifts & Novelties (3)	Papyrus, Bath & Body Works	22,500	\$1.90	5%	10%	\$0.10	\$0.20	\$1.70	\$1.80	\$194	\$4.40	2%	4%
Restaurants (2)	PF Changs, Pasta Pomodoro	45,000	\$0.00	0%	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$302	\$13.60	0%	0%
Small food purveyors (3)	Jamba Juice, coffee	22,500	\$0.00	0%	0%	\$0.00	\$0.00	\$0.00	\$0.00	\$457	\$10.30	0%	0%
Books & Stationary (1)	Borders, Cody's	23,000	\$0.90	30%	40%	\$0.30	\$0.40	\$0.60	\$0.70	\$182	\$4.20	7%	9%
Total		300,000	\$77.60			\$34.30	\$40.00	\$37.80	\$43.40		\$75.40	46%	53%
Notes:													
(a) Cornish & Carey, ICSC, individual retailers													
(b) Leakage projection by store category per Alameda Retail Analysis May 2006													
(c) Capture rates based upon the characteristics of the retail category and sample tenants listed. Different retailers could generate different capture rates.													
(d) The lower end of the leakage range corresponds to a higher capture rate of Alameda Landing and vice versa.													
(e) Gross sales based upon sales tax figures from MBIA													
Source: Strategic Economics, 2006													
Additional Notes													
1) Assumed 70% of 300,000 square feet of retail space is occupied by stores larger than 7,500 square feet. This includes the following categories: Apparel, Furniture and Home Furnishings, Home Improvement/Garden, Household Appliances and Electronics, Sporting Goods and Books / Stationary.													
2) Assumed 15% of the 300,000 square feet of retail space is occupied by restaurants occupying 3,500-10,000 square feet.													
3) Assumed 15% of the 300,000 square feet of retail space is occupied by business such as juice bars, cafes and specialty stores, each occupying less than 3,500 square feet.													
4) This table is based upon 2005 leakage estimates, and therefore does not account for additional buying power of households associated with the planned construction of an estimated 3,000 homes over the next 5 years.													

Thank You



Questions / Comments